ABSTRACT

Methods and systems for evaluation of business performance are provided. All actionable activities of a business are divided into a plurality of business aspects. A plurality of aggregate measures is then established for each business aspect. Each of the aggregate measures comprises a set of related actionable activities for a respective business aspect. A plurality of prime measures is established for each aggregate measure. Each of the prime measures quantifies one or more actionable activities from the set of related actionable activities. A value of at least one of the prime measures may be calculated to provide an indication of business performance. In addition, the value of each aggregate measure may be calculated by multiplying the values of each of the prime measures for that aggregate measure together to provide an indication of business performance. Multiplying the values of the aggregate measures together provides an indication of overall business performance.